GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2890
ANSWERED ON:19.03.2007
RACIST ADS
Barad Shri Jashubhai Dhanabhai;Kumar Shri Shailendra;Prabhu Shri Suresh Prabhakar

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has received a number of complaints against private broadcaster Nimbus Communication for showing racist ads on its sports channel during the India-Sri Lanka cricket series as reported in "Hindustan Times" dated February 16, 2007; and

(b) if so, the action taken by the Government on the complaints?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) & (b): Yes, Sir. Taking cognizance of the ads, this Ministry issued a show cause notice dated 14.2.2007 to M/s Nimbus Communication. In their reply the channel submitted that the campaign is a metaphor for what a foreign cricket team would experience while playing in Indian conditions. The matter was then placed before the Inter-Ministerial Committee whose recommendations will be placed before the competent authority.